

Press Release

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'We craft for children' initiative to support global project for child education

Pritt donates 100.000 Euro to UNICEF

Düsseldorf – As part of the annual 'We craft for children' initiative of its leading consumer adhesives brand Pritt, Henkel has donated 100.000 Euros to UNICEF. Under its guiding principle "for every child", UNICEF works in over 190 countries and territories to save children's lives, to defend their rights, and to help them fulfil their potential, from early childhood through adolescence, so that they can grow up healthy and educated.

The money aims to support UNICEF's education program, particularly in humanitarian settings in Africa. The donation can for example help UNICEF to supply 660 so called 'School-in-a-box' kits providing access to education for more than 26,000 vulnerable children and giving them the opportunity to learn and thrive. Packed in a sturdy metal box, it contains essential school supplies for up to 40 children, including slates, chalk, notebooks, erasers, sharpeners, pencils, school bags, rulers, and scissors. The 'School-in-a-Box' is a vital tool in emergency and crisis situations, enabling children to continue their education and regain a sense of normalcy.

Since its invention in 1969, Pritt has supported the development of motor and creative skills of children through glue crafting related activities in school and at home. For many years, the brand has also actively engaged in Corporate Social Responsibility (CSR) projects to improve the quality of education, not only inside the classroom of consumers, but also that of vulnerable children around the globe. Since its foundation at Pritt's 50th anniversary in 2019, the 'We craft for children' initiative for example has donated a mid-six-digit Euro amount to 14 NGO's worldwide.

"Supporting children and helping them express everything they can imagine is part of the Pritt mission from its early beginning. To bring this mission to life we have a longstanding commitment to enhance access to quality education for children and to make a real impact in their learning and development to create a better future," explains Mark Dorn, Executive Vice

President and responsible for Henkel's Adhesive Technologies business. "We are very proud to support UNICEF as the United Nations agency for children. This will help us to bring our 'We craft for children' initiative to the next level and to further increase the positive impact of our CSR-activities for vulnerable children."

UNICEF does not endorse any company, brand, product or service.

About Henkel

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2024, Henkel reported sales of more than 21.6 billion euros and adjusted operating profit of around 3.1 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 47,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at www.henkel.com

Photo material is available at www.henkel.com/press

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Henkel AG & Co. KGaA



supports **UNICEF**

**Every child has
the right to learn**



**That's why Pritt is proudly supporting
UNICEF's education program and access
to education supplies, like the
"School-in-a-box"**

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